Religious Books for Spring
Secular Myths & Religious Publishing • The World of the Haggadah
New Books with a Feminist Slant • Trade Books in the College Store

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It was
TWENTY-FIVE YEARS
ago today

DELL YEARLING

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CROSS CURRENTS

Like other department heads at the *New York Times*, Rebecca Sinkler of the *Book Review* has been asked "to make small cuts in the news hole." "In Short," the two-page roundup of brief reviews, has already been cut to one page, and the front-page essays will be reduced from 52 a year to about 25. Sinkler said that making cuts in two of the features seemed the best way to meet the mandate "without weakening our mission, which is to review as many books as we can."

For 25 years, starting when he was still at school, Ron Watson worked at Mills Bookstores in Nashville. He bought the company in 1987 and last year, buffeted by economic turbulence, had to close it down. Now, involved in buying in the product group at Ingram Book Company, his career has taken a corporate turn. "I'm used to the hustle and bustle of a store and to making all the decisions, large and small," Watson said. "Now I don't have to make all the decisions and I'm enjoying it very much. Also, it's a good opportunity to learn a different area of the book business."

The bestselling *Ernst & Young Tax Guide*, published heretofore by Ballantine, is moving to John Wiley and will make its first appearance under that imprint in December of this year. Wiley's relationship with the accounting firm began in 1984 when it began publishing the Arthur Young Business Guide Series and has been further expanded through the acquisition of *Ernst & Young's Tax Savings Strategies*, also formerly with Ballantine.

Claiming 32% of the paperback market and hankering for more, romance novelists are stepping up industry networking. The first of several statewide events will take place March 3 when the New Jersey Romance Writers sponsor "A Salute to Booksellers, Distributors and Sales Reps" at a brunch at the Ramada Renaissance Hotel in East Brunswick. In addition to a dozen booksellers, other guests will include Steven Mason of Ingram, Sue Pizza of Baker & Taylor, Steve Goldberg of Bookazine, Sharon Hales of Sher Distributing, Pat Koen of Koen Book Distributors, Denise Little of B. Dalton and Sheryl Stebbins of Waldenbooks.

After 35 years in archival seclusion, two book manuscripts of H. L. Mencken were unsealed January 29: *My Life as Author and Editor* and *Thirty-Five Years of Newspaper Work*. Mencken placed the original copies at the Enoch Pratt Free Library in his hometown of Baltimore and sent sealed carbon copies to the New York Public Library and the Dartmouth College Baker Library. "Mencken believed at the time he closed up the manuscripts that they were ready for publication," says Dartmouth special collections librarian Philip Cronenwett. Several publishers are already in pursuit, and the Pratt Library has publication rights, as it did with *The Diary of H.L. Mencken* (Knopf). "We're assuming they'll proceed as they did with publication of the *Diary*," Cronenwett says, "hopefully a lot faster because that took 10 years to publish."

Inland Forms Unit to Distribute Small Presses on Exclusive Basis

Inland Book Company, wholesaler for some 1500 small publishers on a non-exclusive basis, has formed InBook, a subsidiary that will be the exclusive trade distributor for a limited number of small presses.

A distribution, sales and marketing company with a commission sales force of 12, InBook to date has signed 22 publishers from the U.S., Canada and England. Among book publishers they include the Women's Press, Ltd., Banned Books, Bay Press, Curbstone Press, Earthscan Publications, Second Story Press, Africa World Press and Red Sea Press. Calendar publishers include Steeleworks, Susan Riecken and Lunar Press.

David Wilk, president of Inland Book Company, said, "In bringing this new business into existence, we are responding to the needs of booksellers and publishers alike, in a concentrated, focused way that did not suit us as a broadly based wholesaler. InBook, with its background in wholesale levels of service, will offer booksellers efficient shipping and billing, modern sales services and a dedication and commitment to alternative publishing."

Ann Grossman, formerly of Unwin Hyman and David R. Godine Publisher, has been named sales manager of InBook. Booksellers interested in receiving catalogues or a visit from a sales representative should call her at (800) 253-3605. Publishers interested in distribution services should call David Wilk at (203) 467-4257.

Houghton Posts 1990 Results

Houghton Mifflin reported a 4.3% increase in sales and a decline in income for 1990. Net sales were $421.6 million, up from $404.4 million in 1989. Net income declined to $18 million from 1989's $23 million.

Net income in 1990 included a fourth quarter after-tax special charge of $3.3 million of intangible assets related to former educational book publishing activities of the Riverside Publishing Company.

Fourth quarter net sales were $76.6 million, a decline from $82.8 million in 1989. The company said it historically has reported a loss for the fourth quarter; 1990's loss was $8.3 million as compared with 1989's loss of $1.1 million.

AAP Sales Report for December

Category	% change, December*	% change, YTD
Adult hardcover	-24.8	0.9
Adult paperback	-20.8	3.7
Juvenile hardcover	2.0	16.1
Juvenile paperback	-19.8	14.7
Univ. pr. hardcover	-10.2	1.0
Univ. pr. paperback	9.5	16.4
Bibles, etc.	-26.5	1.3
Mass market paperback	-19.2	5.8
Book club	11.8	2.4
Mail order	-5.8	-10.3
Sci-tech	24.0	7.5
College texts	4.2	7.7
School texts	-18.2	3.5

**Percent changes measured against same time periods, 1989.*

Beyond Mugs, Sweatshirts and Textbooks

A common misconception is that college stores are a meager outlet for trade books. Not so, according to a National Association of College Stores survey. In fact, in larger college bookstores, the average sales of general book departments is over $1.3 million apiece, with trade books composing nearly 63% of that figure. In smaller college stores, trade books constitute fully 75.8% of general book sales. These were among the conclusions of a survey of 18 representative stores that participated in NACS's survey of the 100 largest college stores in the country. The smaller survey was conducted by NACS's general book committee. (For purposes of the survey, non-trade titles were defined as text, technical and reference and university press books.)

Other findings were that 55.5% of the 18 respondents said that sales of trade titles were increasing in relation to other books in general book departments, while 45.5% said sales were unchanged.

The general book department categories with the strongest growth rates during the year, according to the survey, were, in descending order, nature/environment (mentioned by 66.6% of respondents), trade computer (50%), test preps/college guides (44.4%), contemporary fiction in trade paper (38.8%), trade science (38.8%), business (33.3%), humor (27.7%), gender studies (27.7%), children's (22.2%), ethnic studies (16.6%) and travel (16.6%).

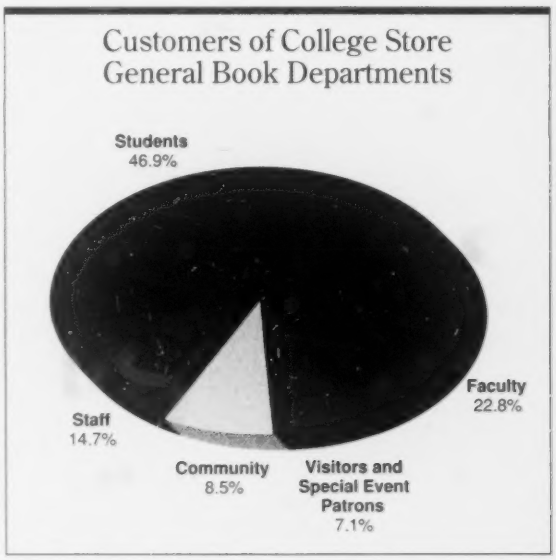
Book categories with reported slowdowns in sales were hardcover fiction (mentioned by 61.1% of respondents), biography (38.8%), political science/current events (33.3%), New Age (22.2%), cookbooks (22.2%), general history (22.2%) and books on tape (16.6%).

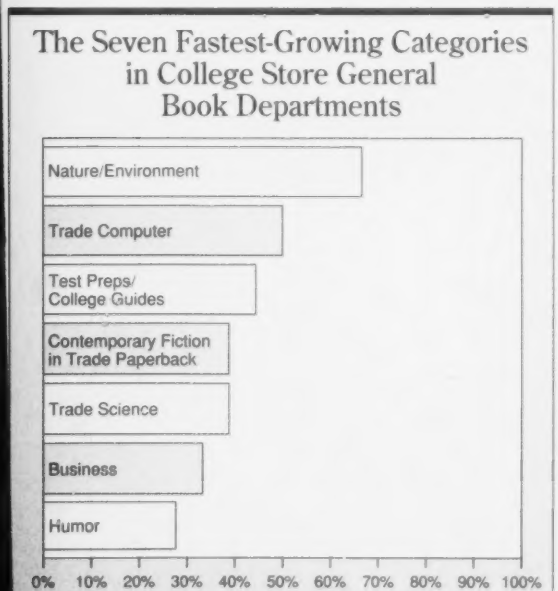
In terms of absolute dollar sales, the most successful categories reported were trade computer (with 10.1% of the average stores' sales), paperback fiction (6.8%), children's (4.9%), humor (4.5%), business (4.5%), cookbooks (3.2%), hardcover fiction (1.9%).

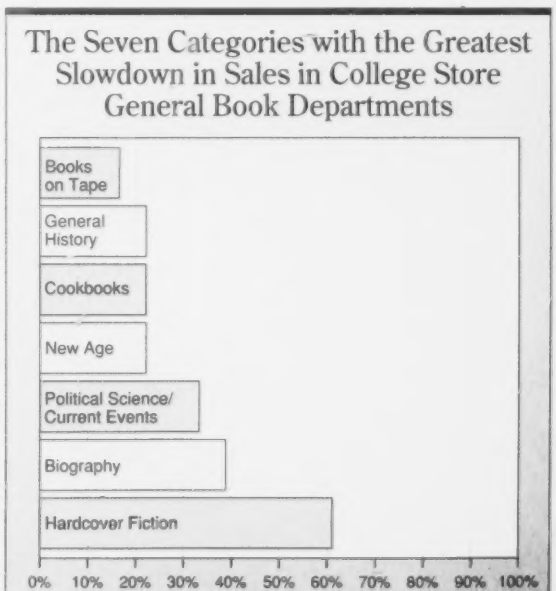
While students are the largest single category of customer in the general book departments of college stores, they constitute less than half of regular customers (46.9%), according to the survey. The others: faculty make up 22.8% of customers; staff, 14.7%; community, 8.5%; and visitors and special-event patrons, 7.1%.

Asked about how effective various promotions are, respondents listed, in declining order of usefulness: price-off; author signings; end-cap merchandisers; dumps; in-house flyers; window displays; in-house posters; publishers' flyers; publishers' posters; newsprint ads; radio ads

—J. M.




The Seven Fastest-Growing Categories in College Store General Book Departments
Nature/Environment
Trade Computer
Test Preps/ College Guides
Contemporary Fiction in Trade Paperback
Trade Science
Business
Humor
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%


The Seven Categories with the Greatest Slowdown in Sales in College Store General Book Departments
Books on Tape
General History
Cookbooks
New Age
Political Science/ Current Events
Biography
Hardcover Fiction
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

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